

The MiraCosta College Development Office and Foundation may make donors aware of giving and naming opportunities and solicit for the naming of facilities or programs. The amount of the donation required shall be based on type, size, prominence, maintenance and/or replacement cost of the facility, grounds, or program, and will be set and reviewed as needed by the Development Office in collaboration with the facilities director. The superintendent/ president will forward recommendations to the Board of Trustees on a case-by-case basis for approval, design, and location.

Naming Criteria

The Board of Trustees shall consider any of the following conditions as appropriate reason for the naming of a facility or program:

- A. To designate the function of or discipline to be served by a building or facility, or the mission or purpose of a program.
- B. In honor of an individual, family, organization, nonprofit foundation or corporation that has made a major, significant financial contribution to the college.
- C. To reflect natural or local area geographic features.
- D. In special circumstances, the Board of Trustees may waive any or all of the above criteria.

Acceptable Forms of Donations

In recognition and appreciation of an individual, family, organization, nonprofit foundation, or corporation for significant financial or service contributions, the college may name facilities or programs in honor of significant contributors of funds or service to the college according to the following guidelines:

- A. Acceptable forms of gifts to result in a naming include cash, appreciated securities, real property, and under special circumstances, life-income gifts (charitable remainder trusts), gifts through estate planning, and gifts-in-kind. Naming opportunities shall be available for a deferred gift if the gift is irrevocable and the Development and Foundation Office is provided with a copy of the duly signed and executed estate planning document designating the gift as irrevocable. In most cases, gifts may be made through legally binding pledges fulfilled within no more than five years.

- B. In instances when private funds are needed to pay for immediate remodeling, renovation, and/or construction, donations made through irrevocable deferred gift techniques shall not be accepted. A naming opportunity may, however, be accepted for an existing, unnamed facility not requiring major remodeling or renovation as long as the irrevocable deferred gift technique has been analyzed and approved by an actuarial study and depreciated over the life expectancy of the donor.
- C. The Board of Trustees shall take into consideration the significance and amount of the proposed gift or gifts or service as either or both relate to the realization, completion, or enhancement of a facility or property or college program.

Replacement of a Name

The district shall honor a facility naming opportunity for a period of a minimum of 30 years, unless otherwise noted at the time of the naming, and, if a name is associated with a program, for a specified period of time as noted in the gift agreement at the time of the naming in the board resolution.

In the event that a name must be removed during the remodeling of a facility or if a facility is destroyed in a natural disaster and is rebuilt for its original purpose during that at least 30-year period, recognition shall be replaced according to the original naming resolution.

In the event a building or facility is completely replaced with new construction, not due to a natural disaster, or its purpose is drastically altered through remodeling, the board reserves the right to add to or alter the naming opportunities of the new facility. In such a case, the original naming recognition shall be suitably commemorated in the new facility, e.g. by a plaque placed in a prominent location.

When a facility or portion of a facility is proposed for renaming, the district shall make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.

Only in extraordinary circumstances would the name of a facility that ceases to exist be moved to another facility, and then only by vote of the Board of Trustees.

If at any time following the approval of a naming, circumstances change substantially so that the continued use of the name may compromise the public trust, the Board of Trustees reserves the right to remove a name from any and all named facilities or programs. The superintendent/president shall convene an ad hoc committee to discuss the circumstances surrounding the issue and make a recommendation to the Board of Trustees as to whether the name should be retained or removed. Circumstances that may lead to the removal of a name include:

- A. The commission of a heinous crime or involvement in an egregious action by an individual whose name appears on a naming opportunity.
- B. Donor failure to full gift commitments as specified in the gift agreement.

Recognition and Signage

All recognition costs associated with the signage for a facility or program will be paid for from the corpus of the naming gift or the department or program that will benefit from the gift.

Written Agreement Required

An agreement between the district, the MiraCosta College Foundation and a gift donor shall be prepared in writing by the Development Office to memorialize the conditions associated with a donation, or donations over time, that result in the naming of a building or program.

Naming Opportunities for Buildings

Generally, for privately funded buildings, the value of a gift affording a donor the opportunity to name a new building must be at least fifty percent of the private fundraising goal. An appropriate value should be established by the superintendent/president, in consultation with the associate vice president, institutional advancement, and the vice president, administrative services, at the time construction plans are being developed. For publicly-funded buildings, the value of a gift affording a donor the opportunity to name a new building must be at least twenty-five percent of the cost of the building or an amount that would provide significant and on-going funding for the college program. In most cases, a minimum contribution of \$1 million is required to name a building.

Naming procedures for buildings first require the associate vice president, institutional advancement to obtain from the superintendent/president authorization to solicit or respond favorably to a gift-naming proposal. If presidential authorization is granted, the superintendent/president will submit the proposed gift naming opportunity to the Board of Trustees for its approval. If the board approves the proposal, authorized representatives of the donor, the district, and the MiraCosta College Foundation shall execute a gift agreement.

The final approval for the naming of any building or facility on any campus of the MiraCosta Community College District rests with the Board of Trustees.